



## EIT COMMUNITY NEW EUROPEAN BAUHAUS INITIATIVE

beautiful | sustainable | together

Supporting the New European Bauhaus mission of integrating innovation, creativity and design to improve citizens' quality of life while respecting our planet, the European Institute of Innovation and Technology (EIT) is mobilising its pan-European ecosystem to spur innovation through the **EIT Community New European Bauhaus initiative**. With a focus on supporting emerging New European Bauhaus entrepreneurs, start-ups, talent and skills through business boosting services and education actions, this initiative will help deliver on the European Green Deal, showcasing endeavours that develop high-impact solutions for sustainable living and an improved quality of life.

With a budget of EUR 5 million for 2021 to 2022, the initiative will power innovators and businesses in New European Bauhaus related topics through three streams of support: **CITIZEN ENGAGEMENT**, **BUSINESS BOOSTER** and **JUMPSTARTER**.

The **EIT Community New European Bauhaus initiative** is a joint action of the EIT Community including: EIT Climate-KIC (lead coordinator), EIT Digital, EIT Food, EIT Urban Mobility and EIT Manufacturing.

### CITIZEN ENGAGEMENT

Citizen engagement that reflects the diversity of voices within a community is essential for developing successful long-term solutions to the environmental and social challenges we are facing. In line with the mission and vision of the New European Bauhaus, the EIT Community is supporting the development of innovative and collaborative models of local initiatives that increase citizen engagement and involve communities and local stakeholders in the design of sustainable public spaces that yield high-impact for community members. In 2021, the EIT Community has awarded **sixteen projects with grants totalling EUR 375 000** to reshape the cities and regions of tomorrow in collaboration with the people living in them.



In **Pula, Croatia**, using the power of community storytelling, heritage sites will be enhanced by combining augmented reality technology with the historic narratives of the elderly residents to preserve and make heritage sites more accessible to all.

**Supported by EIT Urban Mobility**



In the city of **Żejtun, Malta**, a series of parking lots will be transformed into a sustainable and aesthetic 'Play Street' for children to use through an inclusive public consultation with residents, commuters, and family members led by the local council.

**Supported by EIT Climate-KIC**



In **Turin, Italy**, the University of Turin will lead a project to make a neighbourhood greener and more aesthetically pleasing through an inclusive process that engages community members in transforming spaces to urban gardening pockets. The community gardens aim to help everyone stay healthy by giving them access to fresh produce.

**Supported by EIT Food**



In **Resita, Romania**, a local NGO will work together with school children to identify the obstacles they face in cycling to school. Using relevant infrastructure and co-creating new aesthetic solutions the team will forward their findings to the municipality for recommendation in hopes of making cycling more accessible and promoting good wellbeing.

**Supported by EIT Urban Mobility**

Building on the success of EIT Climate-KIC's 'Climathon', the **EIT Community New European Bauhaus initiative** will scale the established hackathon, with the integration of several categories such as green transition through architectural, cultural and historic sites, circularity and urban resilience, affordability and accessibility to all. Bringing together thousands of youth, policy makers, business leaders and residents, the New European Bauhaus focus of Climathon will address global challenges with local solutions through ideation and co-creation. Top three ideas will be awarded prizes by a jury (up to EUR 3000) and a public voting (up to EUR 1000). Ideate with us! It's not too late to get involved, to find your local Climathon and join the 2021 New European Bauhaus edition, [click here!](#)

The **CITIZEN ENGAGEMENT** stream is being led by EIT Urban Mobility with the participation of EIT Food and EIT Climate-KIC.

## VENTURE BOOSTER

To secure high-impact solutions combining innovation with design and inclusivity, promising ideas and ventures need the support of Europe's innovation ecosystems. Building on its experience and strength, the EIT has launched the **EIT Community Booster - Scaling New European Bauhaus Ventures**. This new action will identify and **support 20 innovative companies with support and funding worth EUR 50 000, combined with business support services to grow their business and become international gamechangers.**

The EIT Community Booster builds on the success of its pilot phase which has already supported **13 NEB-related ventures with a total of EUR 650 000**. Supported solutions include:

<p><b>Kyanos (France)</b> helps create healthier public spaces by turning air pollution into plant feed. Using their disruptive technology 'Algal Tree', atmospheric CO2 is captured and converted into nutrition and food supplements that also enhance the biodiversity of urban spaces.</p> <p><i>Supported by EIT Food</i></p>	<p><b>Room (Germany)</b> creates realistic digital experiences that allow companies to showcase products online, increasing accessibility, quality of experience and eliminating the need of travelling to physical events and building one-time use stands thus reducing emissions. All content is created and consumed digitally for a greener and more sustainable experience.</p> <p><i>Supported by EIT Digital</i></p>
<p><b>Upfarming (Portugal)</b> promotes vertical farming for local communities in a variety of neighbourhoods with food grown within walking distance of where it will be consumed. Through their aesthetically pleasing and innovative tower farms, the company builds bridges between communities through the creation and consumption of sustainable food.</p> <p><i>Supported by EIT Climate-KIC</i></p>	<p><b>VePa (Germany)</b> have introduced vertical parking units that optimise parking spaces by turning two conventional parking spots into 12 spaces, creating a more efficient use of space in urban areas for greener and more inclusive cities.</p> <p><i>Supported by EIT Urban Mobility</i></p>

The EIT Community's New European Bauhaus Venture Booster call is open until **17 December 2021** so [apply now](#) and innovate with Europe's largest innovation ecosystem!

The **VENTURE BOOSTER** stream is being led by EIT Digital with the participation of EIT Food, EIT Urban Mobility, EIT Manufacturing and EIT Climate-KIC.

## JUMPSTARTER

The New European Bauhaus, with the direct support of the EIT, will bring innovators and creatives from across all regions of Europe together to discover beautiful, sustainable and inclusive ways of living. The award-winning [Jumpstarter](#) pre-accelerator programme drives innovation and entrepreneurship within Central and Eastern Europe by validating innovative solutions that break down boundaries between science and technology, art, culture and social inclusion. With the contribution of experts, a creative community, unique know-how, Jumpstarter helps nurture and support idea-holders to turn their best ideas into businesses.

2021 saw the inclusion of a New European Bauhaus category into the Jumpstarter programme, resulting in the selection of 30 teams from more than 19 countries. 20 teams were further short-listed and are participating in 11 online bootcamps to get fundamental entrepreneurial skills and pitch training, that will help them to develop their projects further with the development of an established business plan.



Stay tuned for the Jumpstarter Finals on **1 December** when the winner will be announced, taking home a EUR 10 000 prize!

*The **JUMPSTARTER** stream is being led by EIT Health with the participation of EIT Food, EIT RawMaterials, EIT InnoEnergy, EIT Manufacturing, and EIT Urban Mobility.*

## ABOUT EIT COMMUNITY NEW EUROPEAN BAUHAUS ACTIVITIES

The EIT Community New European Bauhaus initiative supports sustainable ventures by boosting education and engagement with citizens to scale the mission of the New European Bauhaus integrating innovation, creativity and design to improve citizen's quality of life. This initiative by the European Institute of Innovation and Technology (EIT) is led by EIT Climate-KIC and includes EIT Digital, EIT Food, EIT Manufacturing and EIT Urban Mobility to bring science, technology, arts and culture together in the fight against climate change.